FRESU Electronics.com

Hardware Specification Guide

CORE BLOCK 1

Understanding the Product Vision and Problem-Solving Objective

STEP 1:

What's Our Big Idea?
What's our "wow" factor?

STEP 2:

What Problem Are We Solving?
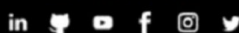Have we seen this problem ourselves?

STEP 3:

Does Our Design Make Sense?
What do our users already like?

STEP 4:

How Will Our Product Change Things?
What will users say about our product?

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STEP 1:
What's Our Big Idea?

What's our "wow" factor?

Your Mission:

Write down what's special about your product.
What's the spark that will catch people's attention?

Think About:

If you had 30 seconds to pitch this product to someone, what would you say?

Who needs our product the most?

Your Mission:

Identify who will benefit most from your product. These are your main users.

Think About:

Who are they? What do they like? What do they need?

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STEP 2:
What Problem Are We Solving?

Have we seen this problem ourselves?

Your Mission:

Share a story or an example when you or someone you know faced the problem your product solves.

Think About:

Bringing personal experience into the mix – it can make your mission more relatable.

How big is this problem?

Your Mission:

Do some digging to find out how many people are looking for a solution. Is this a big issue for a lot of people?

Think About:

The more people who have the problem, the bigger the opportunity for our product.

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STEP 3:
Does Our Design Make Sense?

What do our users already like?

Your Mission:

List out similar products or services that your users enjoy. What can we learn from them?

Think About:

Good design borrows smart ideas.
What works well in other designs that we can incorporate?

How will our product fit into the user's life?

Your Mission:

Imagine a day in the life of your user with your product in it. How does it fit into their routine?

Think About:

We're not just selling a product – we're offering an experience. How does it feel?

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STEP 4:

How Will Our Product Change Things?

What will users say about our product?

Your Mission:

Think about the feedback users might give after using your product.
What would they thank us for?

Think About:

The best products get talked about.
What are the compliments we want to hear?

Can our product grow or adapt in the future?

Your Mission:

Think ahead.
How might our product evolve or add new features over time?

Think About:

We're building not just for today, but for tomorrow.
What's our product's potential?

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BRIDGING VISION AND REALITY
Preparing for the Block Diagram

The Blueprint Begins

You've now laid a solid foundation by defining your product's vision, understanding the problems it's designed to solve, ensuring its design aligns with user needs, and forecasting its impact.

Great work! With these insights, you're ready to move from abstract ideas to tangible design.

Next Step: Drafting the Heartbeat of Our Product

As we pivot to the block diagram, think of it as drawing the blueprint of a house. Before you can build, you need to map out where everything will go. Similarly, a block diagram will show us the core components of our product and how they connect.

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